

## ORDER



WKYC

Orders	Order / Rev:	723429	
	Alt Order #:	06384639	
	Product Desc:	428 NFIB	
	Estimate:	428	
	Flight Dates:	10/20/12 - 10/28/12	WKYC
	Original Date / Rev:	10/18/12 / 10/25/12	Alex Lavin
	Order Type:	Political	
			T-LA
			NAT

<b>Agency</b>	<b>Name:</b>	<b>Target Enterprises/ POL</b>	
	Buying Contact:		Billing Type: Cash
	Billing Contact:	15260 Ventura Blvd, Suite 1240	Billing Calendar: Broadcast
		Sherman Oaks, CA 91403	Billing Cycle: EOM/EOC
			Agency Commission: 15%

<b>Advertiser</b>	<b>Name:</b>	<b>National Federation of Independent Busi</b>	
Demographic:	A35+	New Business Thru:	
Product Codes:	IS-Issue/Non Ballot	Order Separation:	00:15:00
Priority:	P-5	Advertiser External ID:	
Revenue Codes:	AGY, GEN, POL	Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	60	\$137,150.00	\$116,577.50	October 2012	60	\$137,150.00	\$116,577.50	6.00
					Totals	60	\$137,150.00	\$116,577.50	6.00

## Totals

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin			Start Of Order - End Of Order	100%

Alex Lavin Start Of Order - End Of Order 100%

Order / Rev: 723429  
 Alt Order #: 06384639  
 Flight Dates: 10/20/12 - 10/28/12

Advertiser: National Federation of Independent Busi  
 Product Desc: 428 NFIB  
 Estimate: 428

WKYC

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WKYC	10/22/12	10/26/12	Late Night		CM	1237a-136a		MTWTF--	:30	1	\$1,100.00	P-5	0.00	NM	1	\$1,100.00
Late Night w/Jimmy Fallon																	
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		MTWTF--			1	\$1,100.00		0.00							
E 6	WKYC	10/22/12	10/26/12	M-F 5-6p		CM	5p-6p		MTWTF--	:30	5	\$1,400.00	P-5	0.00	NM	5	\$7,000.00
Dr. Phil																	
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		MTWTF--			5	\$1,400.00		0.00							
E 7	WKYC	10/22/12	10/26/12	M-F 4-5p		CM	4p-5p		MTWTF--	:30	5	\$800.00	P-5	0.00	NM	5	\$4,000.00
Ellen Degeneres																	
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		MTWTF--			5	\$800.00		0.00							
E 8	WKYC	10/20/12	10/20/12	SAT TDY		CM	7a-9a		-----S-	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
NBC Today Show (Sa)																	
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/21/12		-----S-			1	\$1,800.00		0.00							
E 9	WKYC	10/22/12	10/26/12	EN (M-Su)		CM	M-F 6-730pm/SS		MTWTF--	:30	5	\$2,500.00	P-5	0.00	NM	5	\$12,500.00
Early News (M-Su)																	
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		MTWTF--			5	\$2,500.00		0.00							
E 10	WKYC	10/22/12	10/26/12	M-F 7-9a Today		CM	7a-9a		MTWTF--	:30	5	\$1,800.00	P-5	0.00	NM	5	\$9,000.00
Today Show																	
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		MTWTF--			5	\$1,800.00		0.00							
E 11	WKYC	10/22/12	10/26/12	M-F 5-6a		CM	5a-6a		MTWTF--	:30	5	\$850.00	P-5	0.00	NM	5	\$4,250.00
Channel 3 News @ 5AM																	
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		MTWTF--			5	\$850.00		0.00							
E 12	WKYC	10/20/12	10/20/12	Saturday Night Live		CM	1130p-107a		-----S-	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
Saturday Night Live																	
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/21/12		-----S-			1	\$2,500.00		0.00							
E 13	WKYC	10/21/12	10/21/12	Sun 11-1135p		CM	11-1135p		-----S	:30	2	\$3,000.00	P-5	0.00	NM	2	\$6,000.00
LN SUN																	
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/21/12		-----S			2	\$3,000.00		0.00							
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1		NKYC	10/15/12-10/21/12	Sun 11-1135p			11-1135p				-----Su	:30	(\$3,000.00)	0.00	NM		
See MG 13.4																	
2		NKYC	10/15/12-10/21/12	Sun 11-1135p			11-1135p				-----Su	:30	(\$3,000.00)	0.00	NM		
See MG 13.3																	
3		NKYC	10/21/12-10/21/12	Post NFL News			Various				-----Su	:30	\$3,000.00	0.00	NM		
MG for 13.2 10/21 nfl late run																	
4		NKYC	10/25/12-10/25/12	Thu Prime B			9-10p				---Th---	:30	\$3,000.00	0.00	NM		
MG for 13.1 10/21																	
E 14	WKYC	10/22/12	10/28/12	LN (M-Su)		CM	11P-1135P		MTWTF-S	:30	5	\$3,000.00	P-5	0.00	NM	5	\$15,000.00
Late News (M-Su)																	
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		MTWTF-S			5	\$3,000.00		0.00							
E 15	WKYC	10/21/12	10/21/12	Sun 9-1030a		CM	9a-1030a		-----S	:30	1	\$2,300.00	P-5	0.00	NM	1	\$2,300.00
Channel 3 News Sun 9a																	
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/21/12		-----S			1	\$2,300.00		0.00							
E 16	WKYC	10/22/12	10/26/12	Tonight Show		CM	1135p-1237a		MTWTF--	:30	5	\$2,600.00	P-5	0.00	NM	5	\$13,000.00
Tonight Show																	
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		MTWTF--			5	\$2,600.00		0.00							
E 17	WKYC	10/22/12	10/26/12			CM	6a-7a		MTWTF--	:30	5	\$1,800.00	P-5	0.00	NM	5	\$9,000.00

Order / Rev: 723429  
Alt Order #: 06384639  
Flight Dates: 10/20/12 - 10/28/12

Advertiser: National Federation of Independent Business

Product Desc: 428 NFIB

WKYC

Estimate: 428

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																	
					M-F 6-7a																													
Channel 3 News Today @ 6AM																																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>																									
Week: 10/22/12		10/22/12	10/28/12		MTWTF--		5	\$1,800.00																										
E 18	WKYC	10/22/12	10/26/12	M-F 7-730p		CM	7-730p		MTWTF--	:30	5	\$2,500.00	P-5	0.00	NM		6 \$13,300.00																	
Channel 3 News at 7P																																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>																									
Week: 10/22/12		10/22/12	10/28/12		MTWTF--		5	\$2,500.00																										
Spot	3	NKYC	10/22/12-10/28/12	M-F 7-730p		Description	Start/End Time	7-730p		Weekdays	Length	Rate	Rtg	Type																				
MTWThF---- :30 (\$2,500.00) 0.00 NM																																		
See MG 18.6,18.7 [Prgm Change]																																		
6	NKYC	10/27/12-10/27/12	Sat Prime				8P-11P			-----Sa--	:30	\$1,650.00	0.00	NM																				
(M) MG for 4.4,18.3																																		
7	NKYC	10/27/12-10/27/12	Sat Prime				8P-11P			-----Sa--	:30	\$1,650.00	0.00	NM																				
(M) MG for 4.4,18.3																																		
E 19	WKYC	10/21/12	10/21/12	NFL Regular Season FooM		NFL Football		-----S	:30	1	\$30,000.00	P-5	0.00	NM			1 \$30,000.00																	
NFL Football																																		
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>																									
Week: 10/15/12		10/21/12			-----S		1	\$30,000.00																										